

FVB

R.J. Reynolds Tobacco Company
4015 N. Woodlawn, Suite 1
Wichita, Kansas 67220

S.R. (Steve) Bremer
Senior Chain Accounts Manager

RJR

May 28, 1991

TO: Lemons Candy & Tobacco
Osark Grocers
Amcon

RE: Best-Value

Gentlemen:

Because of the increased activity on sub-generic "house brands" introduction, we have put together a recap on Best-Value and we sent it to major chains called on by Wichita Chain Accounts.

Keep in mind this cigarette category has grown disproportionately to other cigarette brand categories. We want our retail chains to realize that we at RJR plan to meet the consumer objective by a lower priced cigarette brand.

If you have any specific questions, I will be glad to discuss them with you.

Sincerely,

Steve Bremer
Senior Chain Accounts Manager

SRB/tms

cc: B. W. Sanford
file

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